



If you only knew the luxury of water softened with
RAIN-WATER CRYSTALS
you would never be without it

STERN STORE TO BE REMODELED IN BIG CITY STYLE

Live Wire Clothing Establishment to Have Handsome New Front and Rearrangement of Interior.

Notable improvements in the interior and exterior of the Simon Stern, the big clothing establishment, are to be undertaken in the near future as the result of a conference yesterday between V. V. Greenleaf, representing the Greenleaf estate, which owns the building occupied by the Stern store, and W. E. Wright, president, and Ralph J. Kelcher, secretary-treasurer of the Stern corporation. The entire front of the store is to be remodelled. A "big city" front is to be installed with a number of extremely attractive features new in Albuquerque. Although the interior of the Stern store is now quite modern and up-to-date, many inside improvements are to be made during the remodeling process which will make the establishment right up to the minute in every respect—and a credit to a city many times the population.

MAYR'S WONDERFUL REMEDY FOR STOMACH TROUBLE

ONE DOSE WILL CONVINCE
Gail Simon, Charles and Clara of the stomach and intestinal Anti-Indigestion, Yellow Jaundice, Appendicitis and other fatal ailments result from stomach trouble. Thousands of stomach sufferers have their complete recovery in Mayr's Wonderful Remedy. Unlike any other for stomach ailments. For sale by druggists everywhere.

LINOLEUM



Prices Have Advanced Again BUT WE HAVE ALL YOU WANT AT THE OLD LOW FIGURES

On June 1, prices for Linoleums were subjected to the sharpest advance since the war began.

On May 29, our buyer in Chicago made a very large purchase of desirable, good grade Linoleums in a variety of patterns.

This new stock has arrived and is on sale at our old prices.

Cleanly, sanitary Linoleum adds much to summer comfort in the home. We are ready to meet every Linoleum demand.

HERE'S A VALUABLE SUGGESTION FOR HOT WEATHER HOUSEKEEPING

Buy a combination, convertible Coal and Gas Range. Gas in Summer, coal in winter; fuel economy whichever you use. We sell them.

If You Want a Cool, Safe Oil-Burning Cook Stove—We Have It

Geo. C. Scheer Furniture Co.

314-316 — SOUTH SECOND STREET — 317-319

LOCAL CREAMERY VITAL FACTOR IN UPBUILDING CITY

Visit to Home of Sunshine Butter Throws Interesting Light on Important Industry; Triumph of Modern Methods.

A visit to the Albuquerque creamery—the home of Sunshine butter—is instructive to the citizen of Albuquerque in more ways than one. In the first place, it gives him an interesting insight into one of the most important industries in New Mexico—one that has had a big part in the development not only of the city but of the surrounding country—and in the second place it shows him at first hand the latest and most scientific methods of producing a table necessity of every-day life.

When it is stated that in the two years since the present management took over the business it has been built up to the point where the sales of butter amount to 15,000 pounds a week and where shipments are made as far west as Kingman and Tucson, as far south as El Paso and as far east as Amarillo, some idea of the magnitude of the enterprise may be gained; and when the influence of such an establishment in developing and fostering the dairy interests throughout the state is considered, it is possible to appreciate its importance in the material upbuilding of the community.

Sanitation a Science.
But what concerns the every-day man and woman most of all in regard to the butter-making industry is the quality of the butter that goes on the table and the sanitary conditions under which it is made; and it is in this respect that a visit to the Albuquerque creamery is of especial interest. The science of sanitation—of strict and scrupulous cleanliness—has been reduced to its finest point, and quality is guaranteed not only by the use of the purest of cream but also by the employment of the most expert artisans to be had.

Many people cling to the delusion that there is some virtue inherent in the old-fashioned "country butter" that is lost in the process of creamery manufacture, and that the product of the old style paddle churn turned out by the farmer's wife is purer than the scientifically prepared article. When it is considered that the creamery has facilities for sanitation that is not enjoyed by one farm-house in a hundred, and that scientific methods for improving the quality of its goods render it possible for it to put out absolutely the best that can be made, the fallacy of this theory is at once apparent.

Modern Improvements.
For example, the buildings of the Albuquerque creamery are so thoroughly and perfectly screened that it is impossible for flies to get inside of them. Of how many farm-houses and dairies can this be said? A complete system of drains, combined with sloping concrete floors, assures the speedy disposal of all refuse, contact with which might lead to impair the purity of the product. The scientific pasteurization and sterilization of the cream used in the manufacture of the butter eliminates every particle of germs and brings about absolute cleanliness. And the last thing that is done at the creamery were the day's work is over is to take apart every piece of machinery that has been in use during the day and scrub every part of it until it is in perfect condition, from the standpoint of cleanliness, for the work of the next day.

An additional precaution in the way of sanitation is the elimination of all machinery that is not absolutely necessary to the operation of the plant. The more machinery the more difficult it is to preserve perfect cleanliness—consequently pumps give way to gravity appliances and simplicity of detail is made the main object in the operation of the business.

Inspection Invited.
A detailed description of the various steps by which Sunshine butter is made would partake too much of the technical to be interesting in a newspaper article; but General Manager C. H. Swenson, who is recognized as one of the foremost creamery experts in the United States, has extended an invitation to the public to call at the plant in the rear of the L. B. Putney store and give it a thorough inspection. Complete attention is assured all visitors and a thorough explanation of the process of manufacture will gladly be given by those in charge.

The acceptance of this invitation is worth while to all who are interested in the educational development of Albuquerque, and doubly worth while to all who are interested in the quality and purity of the butter that they eat.

'INDIAN ART ACADEMY' NAME OF NEW STUDIO RECENTLY OPENED HERE

Albuquerque is gaining quite a reputation as the home of artists—those known in the United States and abroad—and studios, showing high-class work, are being established in our midst. A short time ago, at the solicitation of Charles Melini, the Italian consul, Prof. Alessandro Del Vecchio arrived in the city and was introduced around, mention of his arrival being made in this paper at that time. The professor secured rooms in the new Melini building on West Central avenue, and has established therein a studio, known as the "Indian Art Academy," and has on exhibition some of the finest work imaginable in oil and water colors, and in decorative work of church and religious subjects his productions are unsurpassed. A visit to his studio will reveal the fact that the professor is an artist of no mean pretensions.

'WATCH FOR THE WAGON'

The Shredded Wheat Company is Distributing in This City Samples of Its Famous Breakfast Food from Its Sanitary Automobiles.

There are many ways of acquainting a family with a food product. One of the most direct ways of reaching the home is through daily talks in the newspaper.

The only thing that can add to the effectiveness of this introduction is

the giving of the actual food itself to members of the family. When these methods are combined, nothing can surpass them for directness and effectiveness. The proof of the pudding is in the eating, for we are told by the manufacturers of this famous cereal food that "it's all in the shredding." In other words, The Shredded Wheat Company claims that it is through its shredding process that the whole wheat grain is made thoroughly digestible in the human stomach, and that because of this process Shredded Wheat Biscuit is the most perfect food ever devised for the human being.

To show its good faith in its own product and to better acquaint families with its nutritive value, its cleanliness and purity, the company carries on very extensive sampling cam-

paigns in the United States, Canada and the British Isles. The representatives of The Shredded Wheat Company are now distributing these delicious, crisp little loaves of shredded wheat in the homes of this city. They are distributed from clean, sanitary automobiles and are handed directly to the housewife, or some member of the family, together with a leaflet which describes the process of manufacture and the many uses of the food.

NEW MEXICO STATE DEMOCRAT WILL ISSUE SPECIAL EDITION SOON

The New Mexico State Democrat will issue an interesting special edi-

tion on August 15. Col. J. G. Albright has developed the State Democrat, since its re-establishment, into the leading weekly newspaper in New Mexico.

A feature of the paper has always been the politics, as it is the endeavor of the management to speak authoritatively upon political subjects. In chronicling the course of public men and public measures the State Democrat is without a peer in the weekly newspaper field of New Mexico, and its coming is awaited with interest by those who wish to keep a finger upon the current of national and state issues.

Editorially the newspaper is strong, and in its make-up and manner of handling of news is distinctly metropolitan. It is one of the publications printed by the big commercial plant

of Albright & Anderson, though Col. Albright is the sole owner of the publication.

The special edition will deal largely with statesmen and political events. It will be distributed to every corner of the state and will contain matter of interest to all who love New Mexico. Needless to say a generous patronage of the special edition will be bestowed by advertisers, and by subscribers who desire to send extra copies to their friends in the east.

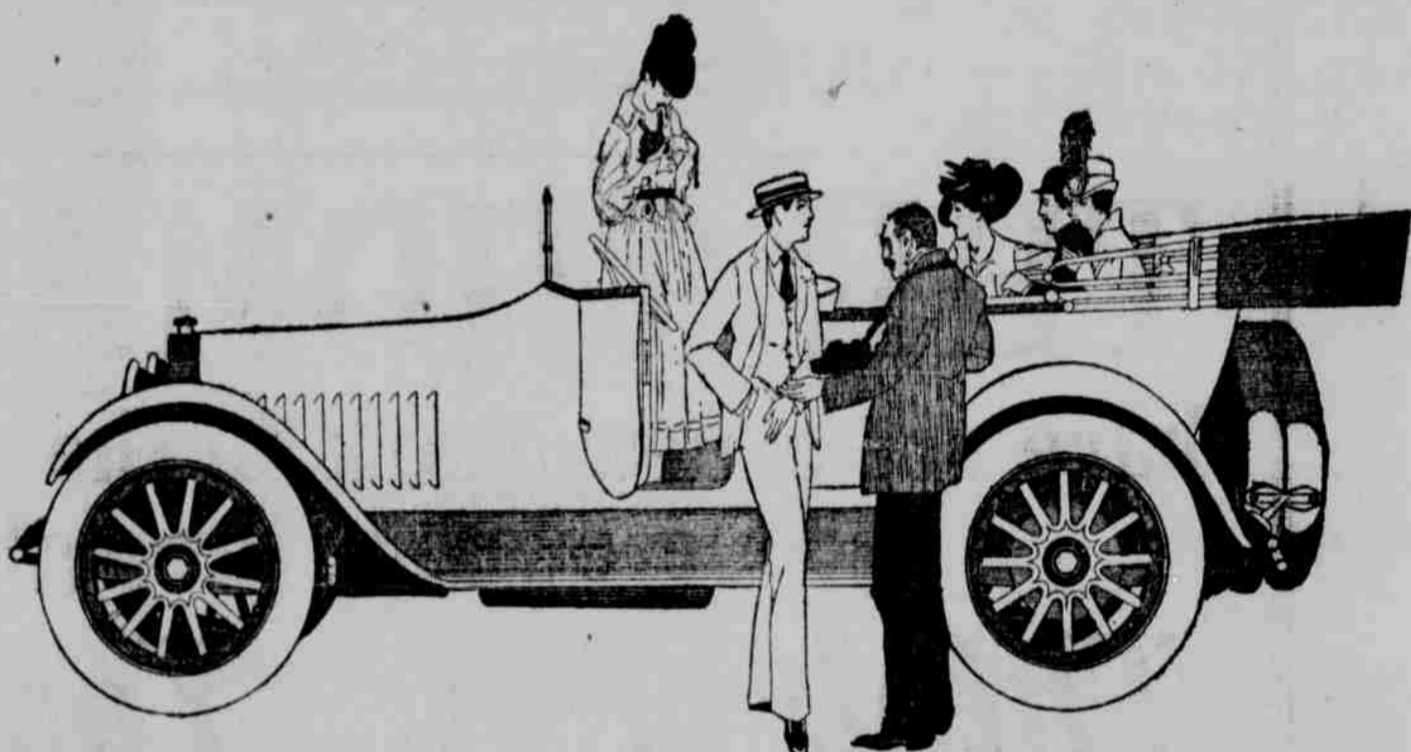
Notaries Are Named.
Santa Fe, June 10.—Governor McDonald today appointed George S. Klock of Albuquerque, Mary E. Davis of East Las Vegas, Colistis E. Murray of Wagon Mound and Linford F. Engleish of Silver City notaries public.

Results from Journal Want Ads.

45 H. P., 115-inch Wheelbase, 5-Passenger, 32 x 4 Tires, \$1090 Detroit



Quality First



I Have a 3400 r. p. m. Ready This Minute For You

This certainly is a great year for selling cars. Most everybody has had success. Some more than others, as is always the case.

Chalmers sales are running 900 per cent ahead of last year all over the United States. Mr. Chalmers' foresight in doubly providing against a shortage of materials has won a great contest.

It has enabled the Chalmers plant to keep on building cars when one or two have shut down or others have had to cut down on allotments to their dealers.

Here it is June and the great Chalmers plant is running day and night, three shifts, turning out more cars than ever before.

How long can Chalmers keep filling the demand?

I don't know. I know only this: the plant is turning out about 125 a day; Chalmers dealers are selling about 425 a day.

The only reason I or any other dealer can supply a car now is because during December, January and February the Chalmers plant worked day and night like Trojans and built about 125 cars a day when the dealers were selling probably only about 80. Soon these 425-a-day sales are

going to eat up the surplus made during the Winter months.

I got a letter a few days ago from the Chalmers plant which simply said: "We have on hand orders asking for immediate shipment of cars whose value is in excess of \$8,000,000."

I need not narrate the rest of the note which was so obviously subtle that I got the telegraph operators on the job right off.

I'm making my promises on delivery from day to day. I've got cars or can get them now. This may not hold good tomorrow.

Next week I shall cut my promises down still more. Remember, there are only two things that I concern myself with these days. One is to get you to take one ride in a 3400 r. p. m. Chalmers if you have not done so already. That's all I want. The car speaks in a language you'll understand.

The other thing is simply one of mathematics: If the Chalmers factory can turn out 125 cars a day and Chalmers dealers all over the United States are selling 425 a day, how long will the supply last?

Price still unchanged—\$1090 Detroit.

Butler Auto Company
DISTRIBUTORS

Corner Fifth and Copper
ALBUQUERQUE, N. M.